WHAT IS CLAIMED IS:

1.   A system for tracking and analyzing data of
interest included on the Internet for a particular client
comprising:

a data description tool for describing the data
of interest on the Internet;

a gathering device for gathering the data of
interest utilizing said data description tool;

a data interpreter for interpreting the data of
interest gathered by said gathering device; and

a reporting device generating a report of the
results of said data interpreter to a client for the data of
interest.

2. The system in accordance with claim 1 further
including a content comparator rule generator for producing
content standardization rules to put said data of interest
provided from said gathering device in a standardized format.

3. The system in accordance with claim 1 wherein said
reporting device includes a report analysis device for analyzing
the data of interest produced by said data interpreter.

4. The system in accordance with claim 2 wherein said
reporting device includes a report analysis device for analyzing
the data of interest produced by said data interpreter.

5. The system in accordance with claim 1, further
including a scheduler for controlling the frequency in which said
gathering device gathers the data of interest.

6. The system in accordance with claim 2, wherein said
data description tool includes site structure description
language and further including a data warehouse for storing said

site structure description language and said content standardization rules.

7. The system in accordance with claim 1, further including a graphical interface for allowing the client to view said report.

8. The system in accordance with claim 2, further including a client account system for allowing each client access to said report appropriate to each client.

9. A method of tracking, analyzing and presenting data of interest included on the Internet for a particular client, comprising the steps of:

creating a data description tool for describing the data of interest on the Internet;

gathering data from the Internet utilizing said data description tool;

interpreting said data generated by said gathering step for the data of interest; and

generating a report including the results produced by said interpreting step to a client.

10. The method in accordance with claim 9, further including the steps of:

producing a content comparator set of rules; and

putting said data produced by said gathering step in a standardized format.

11. The method in accordance with claim 9, further including the step of analyzing the data produced by said gathering step prior to generating said report.

12. The method in accordance with claim 10, further including the step of analyzing the data produced by said gathering step prior to generating said report.

13. The method in accordance with claim 9, further including the step of controlling the frequency in which said gathering step gathers the data of interest.

14. The method in accordance with claim 9, wherein said creating step provides a site structure description language for said gathering step.

15. The method in accordance with claim 9, further including the step of requiring the client to provide identification prior to receiving said report.

16. A system for analyzing and presenting information included on a particular Internet web site for a particular client comprising:

a web site description tool for describing the data provided on a particular Internet web site;

a gathering device for gathering data of a particular web site utilizing said web site description tool;

a data interpreter for interpreting the data gathered by said gathering device for each particular Internet web site; and

a reporting device generating a report of the results of said data interpreter to a client for a particular Internet web site, said results including the placement of the particular web site on a search engine as well as navigational information relating to the particular web site.

17. The system in accordance with claim 16, wherein the data gathered from the web site includes placement information

and said web site description tool includes site analysis device used to describe the data on the particular web site.

18. The system in accordance with claim 17 further including a content comparator rule generator for producing content standardization rules to put said data provided from said gathering device in a standardized format.

19. The system in accordance with claim 16 wherein said reporting device includes a report analysis device for analyzing data produced by said data interpreter.

20. The system in accordance with claim 18 wherein said reporting device includes a report analysis device for analyzing data produced by said data interpreter.

21. The system in accordance with claim 16, further including a scheduler for controlling the frequency in which said gathering device gathers the data of a particular web site.

22. The system in accordance with claim 18, wherein said web site description tool includes site structure description language and further including a data warehouse for storing said site structure description language and said content standardization rules.

23. The system in accordance with claim 16, further including a graphical interface for allowing the client to view said report.

24. The system in accordance with claim 17, further including a client account system for allowing each client access to said report appropriate to each client.

25. A method of analyzing and presenting information included on a particular Internet web site for a particular client, comprising the steps of:

creating a web site description tool for describing the data provided on a particular Internet web site;

gathering data from the web site utilizing said web site description tool;

interpreting said data generated by said gathering step for each particular web site; and

generating a report including the results produced by said interpreting step to a client for a particular web site, said report including the placement of the particular web site on a search engine as well as navigational information relating to the particular web site.

26. The method in accordance with claim 25, further including the steps of:

producing a content comparator set of rules; and

putting said data produced by said gathering step in a standardized format.

27. The method in accordance with claim 25, further including the step of analyzing the data produced by said gathering step prior to generating said report.

28. The method in accordance with claim 26, further including the step of analyzing the data produced by said gathering step prior to generating said report.

29. The method in accordance with claim 25, further including the step of controlling the frequency in which said gathering step gathers data from a particular web site.

30. The method in accordance with claim 25, wherein said creating step provides a site structure description language for said gathering step.

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31. The method in accordance with claim 25, further including the step of requiring the client to provide identification prior to receiving said report.